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**Daniel**

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(54) **SYSTEM AND METHOD OF MAINTAINING PRIVATE COMMUNICATIONS USING CODED MESSAGES**

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#### Related U.S. Application Data

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(51) **Int. Cl.**  
**H04L 29/06** (2006.01)

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CPC ..... **H04L 63/0428** (2013.01)

(58) **Field of Classification Search**

CPC .... H04W 4/12; H04L 51/38; H04M 1/72555; H04M 3/42

See application file for complete search history.

(56) **References Cited**

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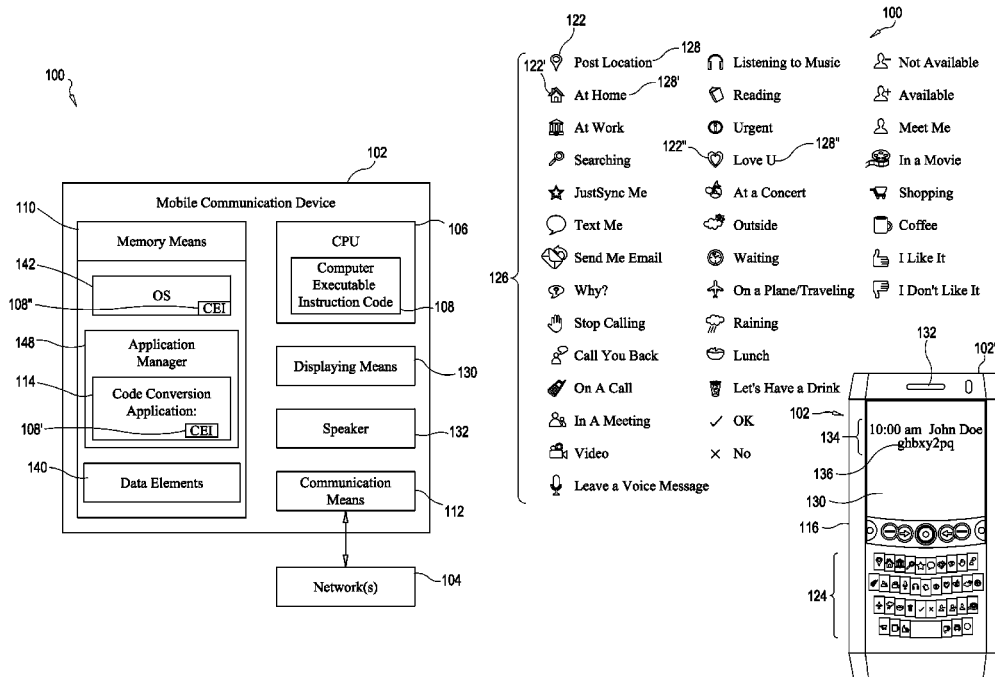
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(57) **ABSTRACT**

The present invention relates generally to a system and method of maintaining private communications using coded messages using an application program configured for activating privacy controls for intercepting electronic transmissions, e.g. text messages, for controlling how they are displayed upon receipt of a selection of a coded icon corresponding to a decoded message, wherein the application program converts the selected coded icon into the decoded message that is converted into cryptic text for display while the text message is being created for transmission, thereby maintaining the privacy of the communications. The cryptic text is again converted into the decoded message for transmission such that the recipient receives the message in decoded format. If the recipient's communication device is configured with the application program, upon receipt of the decoded message it is intercepted and will be displayed as cryptic text until read or reviewed by the intended recipient.

**21 Claims, 7 Drawing Sheets**



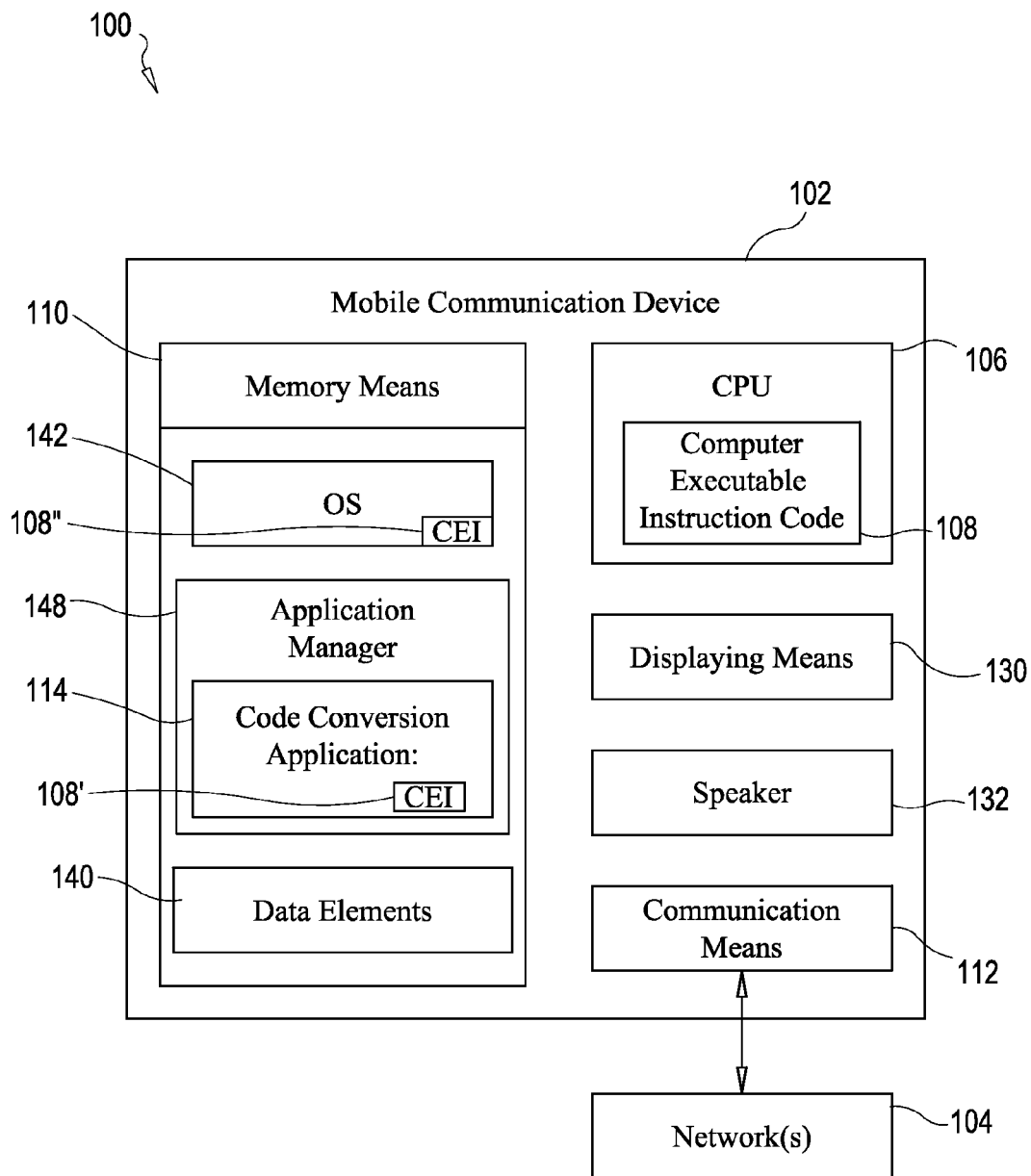
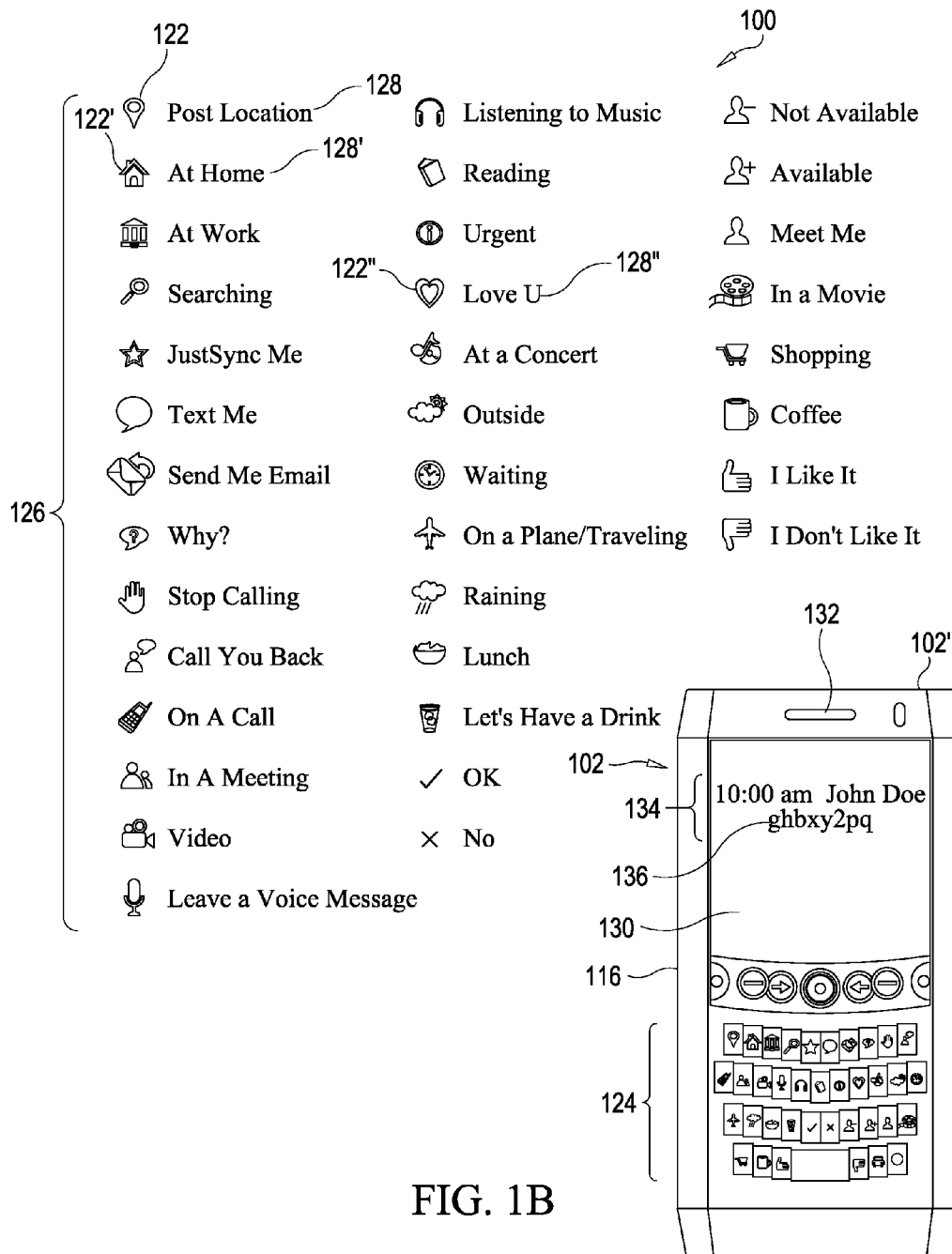
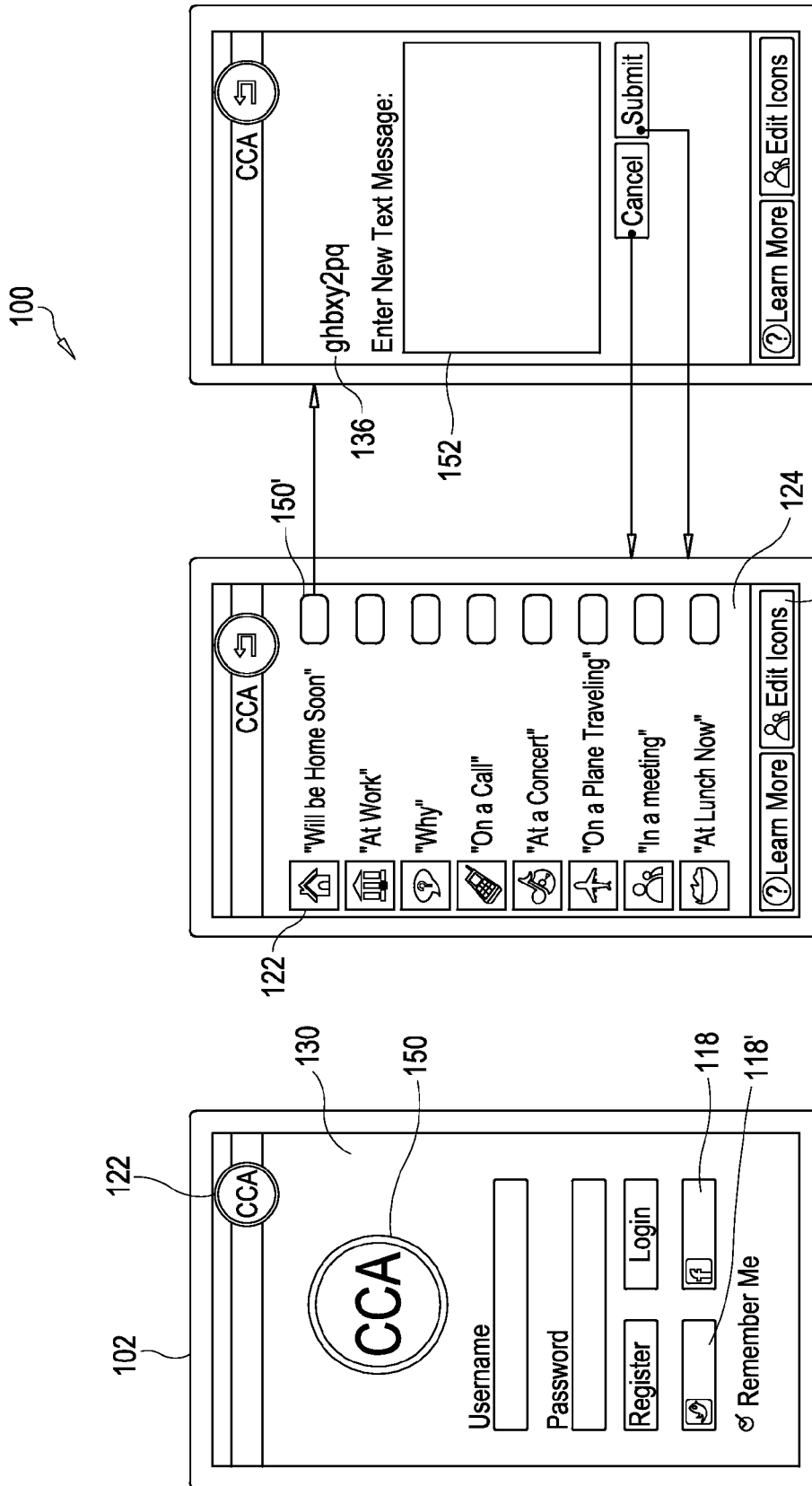


FIG. 1A





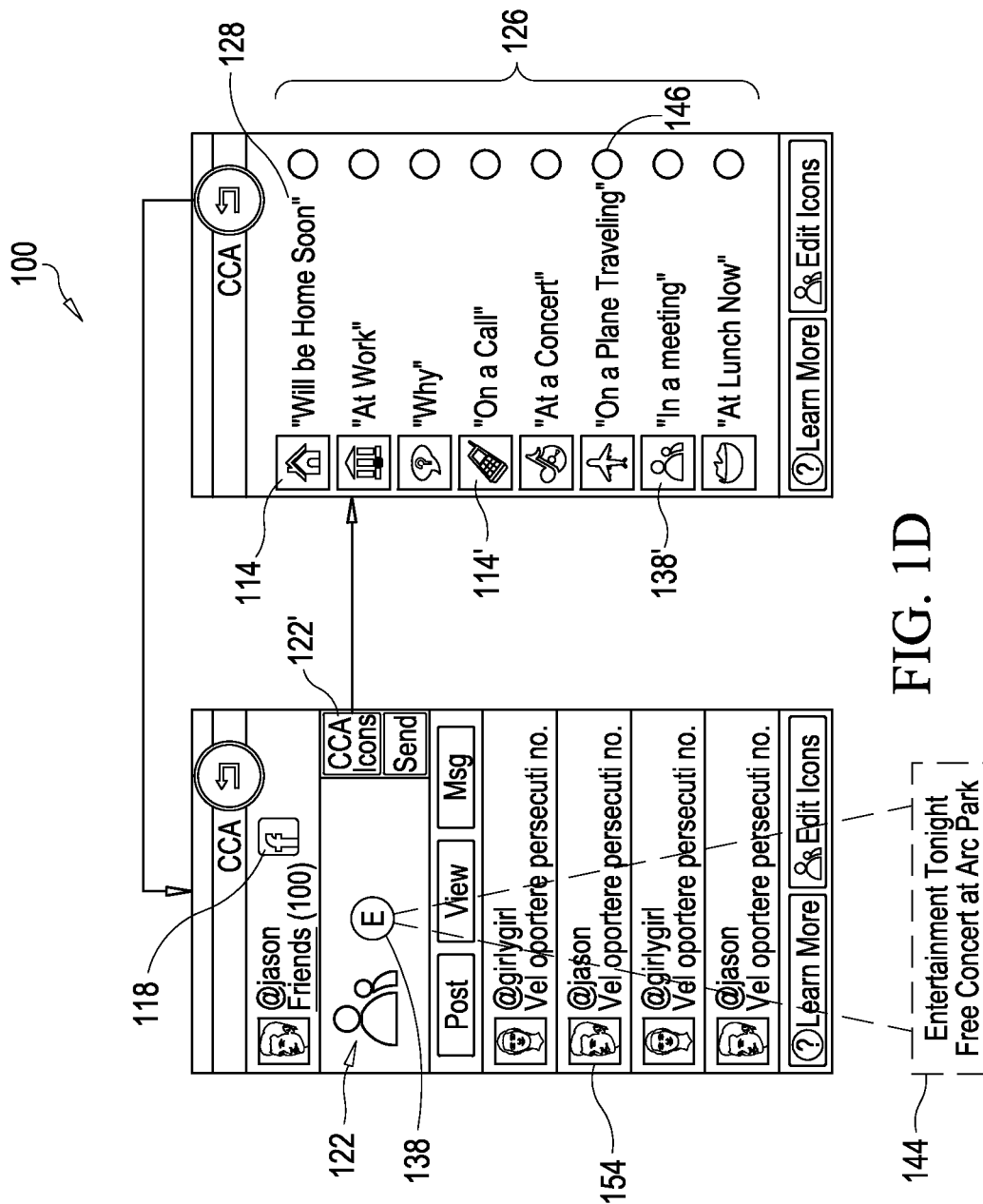


FIG. 1D

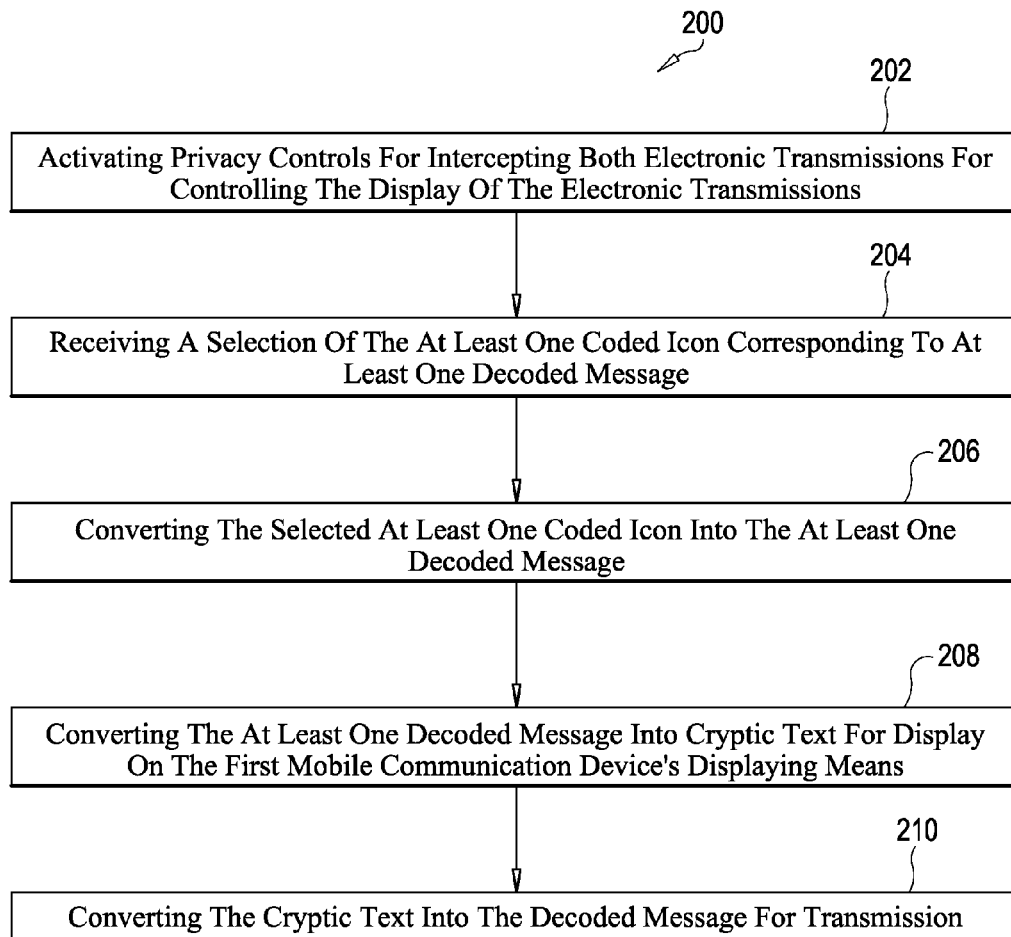


FIG. 2

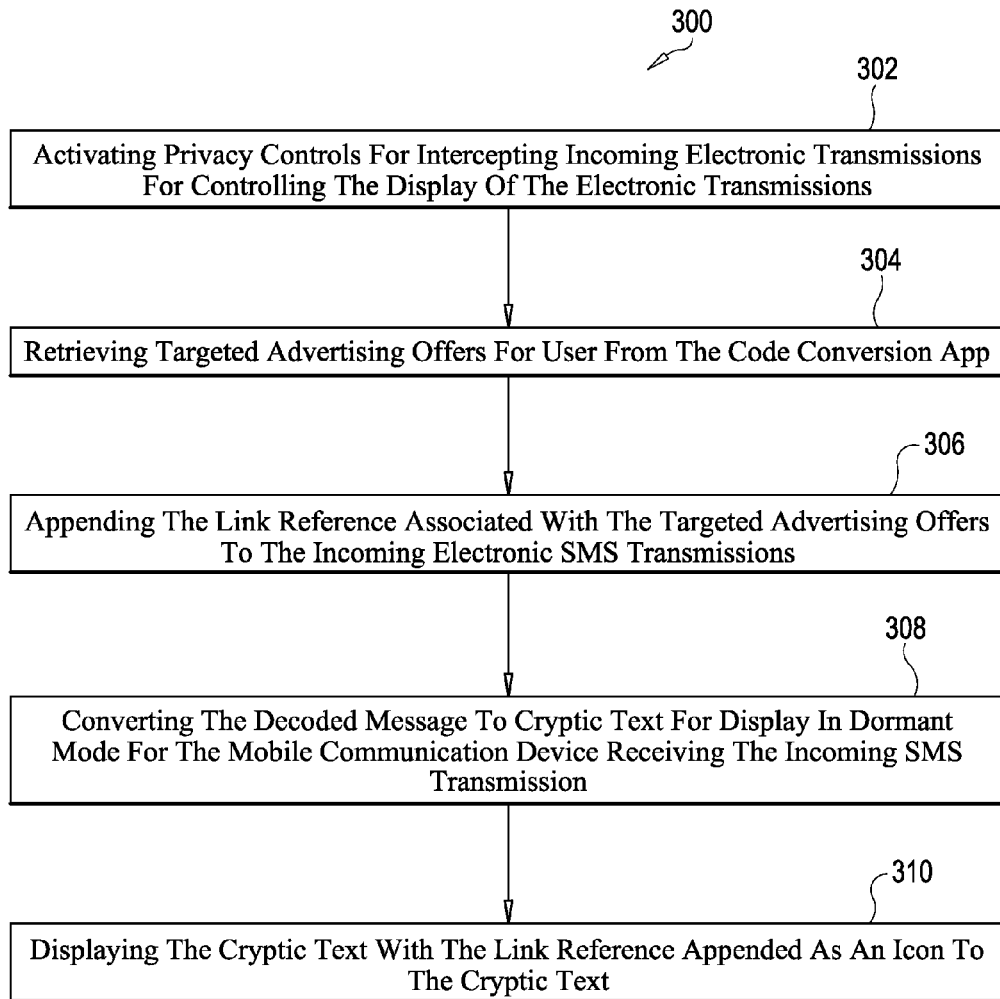


FIG. 3

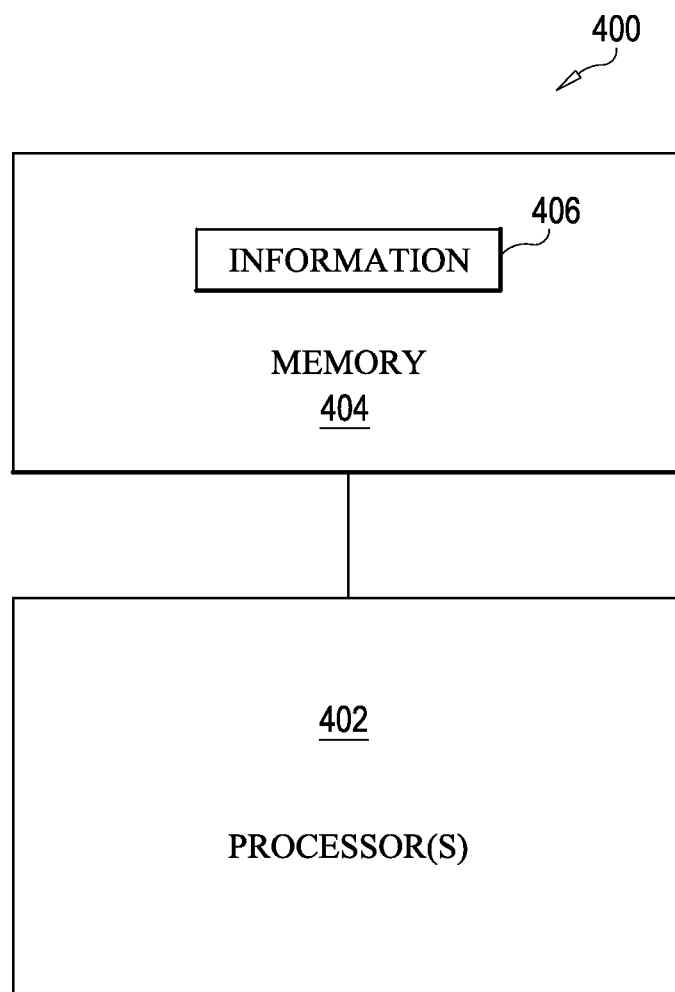


FIG. 4



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# SYSTEM AND METHOD OF MAINTAINING PRIVATE COMMUNICATIONS USING CODED MESSAGES

## PRIORITY CLAIM

This patent application is a continuation in part of, and claims priority to U.S. Provisional Patent Application Ser. No. 61/676,272 titled "System & Method of Transmitting Coded Messages and Delivering Targeted Advertisements" filed Jul. 26, 2012; U.S. Non-Provisional application Ser. No. 13/562,161 titled "System & Method Of Posting A Video Map Location On A Social Network" filed Jul. 20, 2012; U.S. Non-Provisional application Ser. No. 13/532,615 titled "Apparatus, System And Method For Transmitting Decoded Messages Electronically" filed on Jun. 25, 2012; U.S. Non-Provisional application Ser. No. 13/682,676 titled "Method of Transmitting Decoded Messages And Providing for Calendar Responses" filed Nov. 20, 2012; U.S. Non-Provisional patent application Ser. No. 13/725,830 titled "System & Method of Transmitting Coded Messages Using Programmable Icons" filed Dec. 21, 2012; and United States Continuation In Part application Ser. No. 13/935,740 titled "System & Method of Transmitting Decoded Messages On Social Networks" filed Jul. 5, 2013. The entire disclosures of the aforementioned applications are incorporated by reference as if fully stated herein.

## FIELD OF THE INVENTION

The present invention relates generally to a system and method of maintaining private communications using coded messages using an application program configured for activating privacy controls for intercepting electronic transmissions, e.g. text messages, for controlling how they are displayed upon receipt of a selection of a coded icon corresponding to a decoded message, wherein the application program converts the selected coded icon into the decoded message that is converted into cryptic text for display while the text message is being created for transmission, thereby maintaining the privacy of the communications. The cryptic text is again converted into the decoded message for transmission such that the recipient receives the message in decoded format. If the recipient's communication device is configured with the notification program, upon receipt of the decoded message it is intercepted and will be displayed as cryptic text until read or reviewed by the intended recipient.

## DESCRIPTION OF THE PRIOR ART

Communicating using mobile communication devices is now the norm and users generally feel constrained to transmit, or respond to text messages in public locations, e.g. restaurants, train stations, and the like. Except curious eyes and unintended recipients of the text messages have little qualms in viewing other people's text messages when they are being typed or the notification shows up on a phone that may be lying in public view. The excuse being that the recipient or sender has little or no expectation of privacy when texting or receiving text messages in a public forum. Although the rationale seems plausible, the reality is that most people expect their text transmissions to be private and discrete and certainly not for public viewing. Thus it would be advantageous and useful if the text messages or a social network posting remained a private communication between the sender and the intended recipient(s).

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This invention satisfies these long felt needs in a new and novel manner and solves the foregoing problems that the prior art has been unable to resolve.

## SUMMARY

A primary object of the present invention is to provide a system and method of transmitting coded messages using a mobile communication device that overcomes the limitations of the prior art.

Another object of the present invention is to provide a system and method for posting short coded messages via mobile communication devices using pre-programmed and/or programmable buttons from a virtual keyboard or a list of icons.

Yet another object of the invention is to provide the means for users to customize a decoded message for a particular icon.

Still yet another object of the present invention is to provide a system and method for activating a privacy element such that as the user selects the icons and/or the corresponding meanings for the icons, the displayed text is disguised from public view and is converted to for example, cryptic text, i.e. alphanumeric characters that are not necessarily translatable to a particular language, e.g. gibberish.

Another object of the present invention is to provide a system and method whereby a message recipient may receive for example a text message, which is displayed as cryptic text in the mobile phone's dormant mode for missed messages but once the text message is being actively viewed, the text message either displays the icons or converts the cryptic text to icons or a spoken language, e.g. English, Spanish, and the like.

An object of the present invention is to provide a system and method wherein appended to the text messages received are system icons, representative of various industries for targeted advertisements using data mining techniques and technology.

Still yet another object of the invention is to allow users to customize the short messages to communicate in a language of their own choice.

For a further and more fully detailed understanding of the present invention, various objects and advantages thereof, reference is made to the following detailed description and the accompanying drawings.

Additional objectives of the present invention will appear as the description proceeds.

The foregoing and other objects and advantages will appear from the description to follow. In the description, references are made to the accompanying drawings, which forms a part hereof, and in which is shown by way of illustration specific embodiments in which the invention may be practiced. These embodiments will be described in sufficient detail to enable those skilled in the art to practice the invention, and it is to be understood that other embodiments may be utilized and that structural changes may be made without departing from the scope of the invention. In the accompanying drawings, like reference characters designate the same or similar parts throughout the several views. The following detailed description is, therefore, not to be taken in a limiting sense, and the scope of the present invention is best defined by the appended claims.

## BRIEF DESCRIPTION OF THE DRAWINGS

Further objectives and advantages of the present invention may be derived by referring to the detailed description and

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claims when considered in connection with the Figures, wherein like reference numbers refer to similar items throughout the Figures.

FIGS. 1A & 1B are exemplary embodiments of the system according to one embodiment.

FIGS. 1C & 1D are exemplary embodiments of the system in use according to one embodiment.

FIG. 2 is a flowchart of block diagram of an exemplary method according to one embodiment of the invention.

FIG. 3 is a flowchart of block diagram of an exemplary method according to one embodiment of the invention.

FIG. 4 is a block diagram representing an apparatus according to various embodiments.

#### DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

The following discussion describes in detail an embodiment of the various system and methods for maintaining private communications as described below. However, this discussion should not be construed, as limiting the invention to those particular embodiments, as practitioners skilled in the art will appreciate that the system and method may vary as to configuration and as to details of the components, and that a method may vary as to the specific steps and sequence, without departing from the basic concepts as disclosed herein. Similarly, the elements described herein may be implemented separately, or in various combinations without departing from the teachings of the present invention. For a definition of the complete scope of the invention, the reader is directed to the appended claims. Turning now descriptively to the drawings, in which similar reference characters denote similar elements throughout the several views.

FIG. 1A is an illustrative view of the system **100** according to one embodiment of the present invention. System **100** includes an exemplary first mobile communication device **102**, which includes any type of a network enabled computer device configured with means for communicating wirelessly and/or wired with a second, or a plurality of mobile communication devices **102'**, such as but not limited to, cellular phones (e.g., an iPhone, Android, Palm, BlackBerry, or any "smart phone" as are generally known and used in the arts), location-aware portable phones (such as GPS), a personal computer, server computer, or laptop, or netbook computer, a personal digital assistant ("PDA") such as a Palm-based device or Windows CE device, a laptop computer, a tablet, personal computer, a portable screen, a portable processing device and/or any other portable device capable of communicating wirelessly over a computer network **104**, i.e. local area network, wide area network such as the Internet, or any other type of network device that may communicate over a network **104**.

Mobile communication device **102** may include various hardware components positioned within, e.g. a computer processor **106** comprising computer executable instruction code **108**, memory means **110**, and one or more communication means **112**. Computer processor **106** may be any type of processor, such as, but not limited to, a central processing unit (CPU), a microprocessor, a video processor, a front end processor, a coprocessor, a single-core processor, a multi-core processor, as well as any known computer processor **106** that's used in the arts. Computer processor **106** may be programmed to activate an application program **114**, i.e. a code conversion application ("app") program **114** also comprising computer executable instruction code **108'** readable by the computer processor **106** and configured for inter alia activating privacy controls **116**, **116'** for messages being transmitted

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to a second, third, or a plurality of mobile communication devices **102'** or a social network **118**, wherein the code conversion app **114** is configured for receiving a selection **120** of at least one or more coded icons **122**, **122'** from either a virtual keyboard **124** or a list **126** of a plurality of icons **122**, **122'**, or editing the decoded message **128** corresponding to the at least one icon **122** that may be displayed on the mobile communication device's displaying means **130**.

Mobile communication device **102** also includes a speaker **132** for publishing the decoded messages **128**, **128'** or the various functions being performed herein in audio. Speaker **132** may be any kind of speaker that is well known and used in the arts.

Computer processor **106** is housed within the mobile communication device **102** and includes computer executable instruction code **108**, where the computer executable instruction code **108** is operative to perform all the necessary functions for the system **100** and methods disclosed herein, including but not limited to launching the code conversion app **114**.

Computer executable instruction code **108** may be loaded directly on the mobile communication device's processor **106**, or may be stored in the mobile communication device's memory means **110** such as, computer readable media that includes but is not limited to, a hard drive, a solid state drive, a flash memory, random access memory, CD-ROM, CD-R, CD-RW, DVD-ROM, DVD-R, DVD-RW, and the like. Computer executable instruction code **108** may be any type of computer executable instruction code **108**, which may be in the form of a computer program, the program being composed in any suitable programming language or source code, such as C++, C, JAVA, JavaScript, HTML, XML, and other programming languages.

Computer executable instruction code **108** is operative to perform any and all the necessary functions for the system **100** and methods disclosed herein, which may include any one or more of the following: launch the code conversion app **114**, which also comprises computer executable instruction code **108'** readable by the mobile communication device's computer processor **106** and configured for performing any one or more of the following: activating privacy controls **116**, **116'** for intercepting both incoming and outgoing electronic Short Message Service ("SMS") transmissions **134** for controlling the display of the SMS transmissions **134**; receiving a selection **120** of the at least one coded icon **122** corresponding to at least one decoded message **128**; converting the selected at least one coded icon **122** into the at least one decoded message **128**; converting the at least one decoded message **128** into cryptic text **136** for display while the SMS transmission **134** in its entirety is being created in its entirety prior to transmission to the intended recipient, i.e. another mobile communication device **102'** or a social network **118** feed; converting the cryptic text **136** into the decoded message **128** for transmission to a second mobile communication device **102'** or a social network **118**; displaying the cryptic text **136** on the first mobile communication device displaying means **130** once the decoded message **128** has been transmitted; transmitting the at least one decoded message **128** to any one or more for the following: a second mobile communication device **102'** or a social network **118**; receiving the transmitted at least one decoded message **128**; converting the received decoded message **128** into cryptic text **136** for display on the second mobile communication device's displaying means **130'** in dormant/sleep mode, i.e. prior to active viewing of the decoded message **128** on the second mobile communication device's where it is configured with the code conversion app **114**; displaying the cryptic text **136** on the

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second mobile communication device's displaying means 130' upon receipt of the decoded message 128 prior to active viewing of the decoded message 128 as well as in the dormant/sleep mode post viewing; converting the cryptic text 136 into the at least one coded icon 122 for active viewing; converting the cryptic text 136 into the decoded message 128 for active viewing.

In some embodiments, code conversion application program's computer executable instruction code 108' is configured for displaying the cryptic text 136 on the network enabled mobile communication device's displaying means 130, which maintains the privacy of the electronic communications; transmitting the decoded message 128 to any one or more for the following: another mobile communication device 102' or the social network 118, where the receiving mobile communication device 102' receives the transmitted decoded message 128'. If the receiving mobile communication device 102' is configured with the code convertor app 114', the code convertor app's computer executable instruction code 108' is configured for converting the received decoded message 128' into cryptic text 136' for display on the recipient's network enabled communication device 102' in dormant mode; displaying the cryptic text 136 on the second mobile communication device's displaying means 130 upon receipt of the decoded message 128 prior to the recipient actively viewing the decoded message 128; converting the cryptic text 136 into the at least one icon 122 or decoded message 128 for active viewing; and displaying a virtual touch-screen keyboard 124 that comprises a plurality of coded icons 122, 122' that correspond to decoded messages 128, 128', wherein the virtual touch-screen keyboard 124 is configured for receiving the selection of at least one icon 122 from the plurality of coded icons 114 corresponding to the decoded messages 128, 128', and/or the like.

Displaying means 130 may include any kind of displaying means 130, such as, but not limited to: a liquid crystal display ("LCD") screen, a light emitting diode ("LED") display, touchpad or touch screen display, and/or any other means known in the arts for emitting a visually perceptible output. Mobile communication device's processor 106 is in electronic communication with its displaying means 130. In other embodiments, displaying means 130 is wirelessly connected to processor 106. Displaying means 130 may include control means, such as, but not limited to, a touch screen, selecting using a pointing device, roller ball, arrow keys, a stylus or any other control means used in the arts. In some embodiments, displaying means 130 may be electronically connected to a mobile communication device 102 according to the hardware and software protocols that are known and used in the arts. Processor 106 controls the mobile communication device's displaying means 130, which is configured for displaying the converted icon's decoded message 128 on the at least one displaying means 130; displaying confirmation of transmission of the decoded message 128; and/or displaying a link 138 reference to the decoded message 128 as posted on the social network 118 and the like.

Mobile communication device 102 also includes communication means 112 for transmitting or receiving decoded messages 128, 128' to/from a second, a third, or more mobile communication devices 102', 102" or even from a social network 118. Social network 118 as used herein describes an online social construct of a community of people with common interests who use a website or other technologies to communicate with each other and share information, or resources.

If the mobile communication device 102' that is receiving the incoming SMS transmission 134 has the code conversion

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app 114, upon receipt of the decoded message 128, code conversion app 114 intercepts the incoming electronic SMS transmission 134, controls the display of the decoded message 128 such that the decoded message 128 is converted to cryptic text 136, and displayed as cryptic text 136 while the mobile communication device 102' is in dormant mode so that unintended recipients are unable to view the incoming SMS transmission 134. Privacy is similarly maintained by the transmitting mobile communication device 102 as once the decoded message 128 has been transmitted, the decoded message 128 is converted into cryptic text 136 or coded icons 122, 122' once the mobile communication device 102 enters dormant mode. Where the decoded message 128 is converted into coded icons 122, 122', unless the viewer knows the meanings/translation of the coded icons 122, 122', the coded icons 122, 122' remain private and are undecipherable.

If the mobile communication device 102' that is receiving the incoming SMS transmission 134 does not have the code conversion app 114, upon receipt of the decoded message 128, the SMS transmission 134 will display the decoded message 128 as received.

Communication means 112 is electronically connected to the computer processor 106. In the case of electronic connections, the electronic connections may be wired and/or wireless. In some embodiments, communication means 112 may be a wireless communication means 112, which employ short range wireless protocol, such as, but not limited to, a radio frequency transceiver with integrated radio and shared antenna, a radio frequency receiver, and/or a radio frequency transmitter. In embodiments where the wireless communication means 112 is a radio frequency receiver, the radio frequency receiver may be any type of radio frequency receiver, including, but not limited to, a positioning system receiver, such as a Global Positioning System receiver and a local positioning system receiver, such as a Wi-Fi positioning system receiver. In other embodiments, the communication means 112 may employ wireless protocols like Blue Tooth, ZigBee, 702.11 series, or a wireless modem, such as, but not limited to, a global system for mobile communications (GSM) modem, or any other short range wireless protocol that is well known and used in the arts and other future short range wireless protocol suitable for transmitting and receiving data. Communication means 112 are operative to transmit or receive electronic communications, i.e. data, text, pictures, video, streaming data and the like via a short range wireless protocol, such as, but not limited to, a radio frequency receiver, a radio frequency transmitter, or a radio frequency transceiver. In some embodiments, communication means 112 are in mating engagement with an autonomous power source, e.g. a rechargeable battery.

Mobile communication device 102 may include one or more memory means 110 electronically connected to the at least one computer processor 106. In the case of electronic connections, the electronic connections may be wired and/or wireless connections. Memory means 110 may comprise of a storage device and may include memory, such as, but is not limited to, read-only memory, such as CD-ROMs, DVDs, floppy disks, and the like, read and write memory, such as a hard drive, floppy disc, CD-RW, DVD-RW, solid state memory, such as solid state hard drives, flash memory, and the like, and random access memory. Memory means 110 may be used to store information, such as the specific social network 118 linked to the user; decoded messages 128, 128' associated with particular icons 122, 122', customized decoded message 128, 128' associated with any one or more icons 122, 122' and the like some of which may be stored in data elements 140.

Stored information may be retrieved from memory means **110** using the computer processor **106**.

Mobile communication device **102** also includes software components, e.g. an operating system ("OS") **142** that manages the hardware resources and other software components, by scheduling the various tasks to be accomplished by the processor **106** or input and output and memory allocation in the memory means **110** and the like. OS **142** acts as an intermediary between programs and the hardware components, and comprises of computer executable instruction code **108"** to accomplish the various scheduling tasks. OS **142** may comprise of any one of the following operating systems, that may include but is not limited to ANDROID, BSD, IOS, GNU/LINUX, MAC OS X, MICROSOFT WINDOWS, WINDOWS PHONE, and IBM z/OS. In the exemplary mobile communication device **102**, OS **142** resides in the memory means **110** as shown in FIG. 1A.

System **100** further comprises of software components, e.g. the code conversion app **114**. Code conversion app **114** may be any type of software application, such as a standalone application designed to run on a mobile platform, including an OS **142**, such as IOS™, ANDROID™, WINDOWS MOBILE™, BLACKBERRY™, and the like. Code conversion app **114** may be operative for an iPhone, other "smart phones", mobile communication devices, cellular phones, PDAs, GPS or any other mobile communication devices **102'** capable of handling transactions dealing with dynamic content, object, application, or software.

In some embodiments, the code conversion app **114** may be designed to run on a social network platform, e.g. FACEBOOK®, TWITTER® or JUSTSYNC®, wherein user may post coded icons **122, 122'** or decoded messages **128, 128'** thereon for intended recipients to view. Activities, searches, viewing patterns and habits on the code conversion app's social network **118** yield collectible data concerning the user's preferences, and as such embedded links **138** to targeted advertising offers **144** may be appended to the decoded message **128** as an icon **122**. For example the decoded message **128** may also include an icon **122**, e.g. "E", for "Entertainment," which when clicked links to targeted entertainment advertising offers **144**.

In some embodiments, code conversion app **114** may reside on a server computer **146** (not shown) where the code conversion app **114** may be downloadable to the mobile communication device **102** from the server computer **146** (not shown). As such, user may customize the coded icons **122, 122'** (e.g. modifying the corresponding decoded messages **128, 128'** associated with specific icons **122, 122'**) remotely from the mobile communication device **102** where the information is synchronized in realtime or shortly thereafter. Code conversion app **114** may comprise in part of a browser, such as for use on the mobile communication device **102**, (such as an iPhone, Blackberry, or other smart phone) and the full-sized software program may be on the server computer **146** (not shown), where communications may occur over a network **104** or directly, either wired or wirelessly.

In yet another embodiment, when the code conversion app **114** is downloaded to the mobile communication device **102** from the server computer **146**, the user may customize the icons **122, 122'** viewable from a list **126** of icons **122, 122'** or as displayed on a virtual keyboard **124** of icons **122, 122'** as shown in FIG. 1B. Server computer **146** (not shown) includes but is not limited to a network enabled computer, a laptop or personal digital assistant subject to wired/wireless connectivity, which is configured with a computer processor **106'**.

Code conversion app **114** is configured for receiving user supplied icons **122, 122'**; converting the icons **122, 122'** to

decoded messages **128, 128'** for transmissions to a social network feeds for posting on one or a plurality of social network **118, 118'** or transmission to a second or a plurality of mobile communication devices **102', 102'**; interfacing with one or more social networks **118, 118'** for providing the decoded message **128** to be posted thereon; and receiving customized edits to one or more decoded messages **128, 128'** corresponding to one or more icons **122, 122'**.

Code conversion app **114** may reside within the application manager **144** that is stored in the memory means **110**, wherein the application manager **144** manages any one or more software applications stored on the mobile device **102** and the functionality of these applications, e.g. which software application needs to run in background or foreground mode and the like, or as in the case of the code conversion app **122**, be able to control incoming and outgoing SMS transmissions **134**.

FIG. 1B is an exemplary embodiment of the system **100** according to one embodiment. An exemplary legend for the icons **122, 122', 122'** is shown in FIG. 1B for ease of reference, where each icon **122** represents a different decoded message **128**, e.g. the icon **122** depicting "a pin symbol" corresponds to decoded message **128**, "Post Location"; icon **122'** depicting "a house," corresponds to decoded message **128'**, "At Home"; icon **122** showing a heart corresponds to decoded message **128"** "Love U" and the like.

FIGS. 1C & 1D are exemplary embodiments of the system **100** in use according to one embodiment. A user may launch the code conversion app **114** via a radial button **150** or a code conversion app icon **122** such that when a user selectively activates the radial button **150** or the icon **122** (e.g., by touching a touchscreen, or selecting it using a pointing device, roller ball, arrow keys, or other controller) from a virtual keyboard **124** or list **126** of a plurality of icons **122, 122'**, user may use the icons **122, 122'** to transmit his/her decoded message **128, 128'** to a second, third, or more mobile communication devices **102', 102'**.

As shown in FIG. 1C, using a radial button **150**, user may make a selection **120** of a coded icon **122** from a list **126** of a plurality of icons **122, 122'** or from a virtual keyboard **124** of icons **122, 122'**, which may be confirmed prior to transmission. Code conversion app **114** receives the selection **120** of the at least one coded icon **122** corresponding to the at least one decoded message **128** for posting on the code conversion app **114** or as a link **138** reference (not shown) on the social network **118**.

Illustratively as shown, user may activate or press the corresponding icon **122** or radial button **150** for decoded message, "Will Be Home Soon" for which a visible display of the decoded message **128** "Will Be Home Soon" may be converted to cryptic text **136** displayed on the mobile communication device's displaying means **112** prior to transmission to the second mobile communication device **102'** or a social network **118**. The posting to the social network **118** will be executed in realtime, so that conceivably other members of the code conversion app **114** or the social network **118** selected that are logged into the app **114** can see immediately in realtime the message post **152** comprising of icons **122, 122'** or decoded messages **128, 128'** on the user's social network wall **154**. Correspondingly, users of the social network **118** are similarly notified in realtime of the new message post **152**.

Icons **122, 122'** may be edited using a radial button **150** programmed for opening an editor module **156** of the code conversion app **114** configured for receiving user customization, e.g. edits to decoded message **128** associated with an icon **122** as shown in FIG. 1C. User may select the icon **122** to be customized, e.g. as shown the icon **122** corresponding to

the decoded message **128** "WILL BE HOME SOON", whereby code conversion app **114** may sequentially transition user to another screen where user may enter his/her customized edits to the decoded message **128** for the selected icon **122**, which can be used to submit the customized decoded message **128** to one or more social network **118** feed for posting on the social network **118** and which may be saved in data elements **140** in the memory means **110** for future use of the same icon **122**. For example, a priest may modify the decoded message for "AT HOME" to mean "AT CHURCH"; and a student may modify the decoded message **128** that has an icon **122** for an open book that previously corresponds to the decoded message **128** "READING" to represent "STUDYING." In this manner, the user may customize the decoded message **128** for more appropriate expressions of his/her activities and a private language communicated only to those privy to the meanings of the icons **122**, **122'**.

As shown in FIG. 1D, in some embodiments, user has the option of posting icons **122**, **122'** on the code conversion app **114**, which may include a component that operates as a social network **118** site, such that authorized and unauthorized viewers alike will see the icons **122**, **122'** but not the decoded message **128**. Except the authorized viewers more than likely will know and understand what the icons **122**, **122'** mean, while an unauthorized viewer more than likely will not.

In some embodiments, code conversion app **114** converts the selected at least one coded icon **122** into the corresponding decoded message **128** and generates a link **138** reference to the decoded message **128** such that the decoded message **128** is not readable as displayed on the social network **118** as it will require activation of the link **138** (by an authorized viewer) reference in order to view the decoded message **128**. Code conversion app **114** transmits the link **138** reference to the at least one social network **118** feed for posting the link **138** reference in realtime to the at least one social network **118** to the extent posting is user authorized.

#### Methods

FIG. 2 is a sample flowchart of block diagram of an exemplary method **200** according to one embodiment of the invention. Method **200** comprises of activating privacy controls **116**, **116'** for a first mobile communication device **102** that includes a computer processor **106**, for activating privacy controls **116**, **116'** for intercepting both incoming and outgoing electronic SMS transmissions **134** for controlling the display of the electronic SMS transmissions **134** (step **202**).

As previously mentioned mobile communication device **102** includes any type of a network enabled computer device configured with means for communicating wirelessly and/or wired with a second, or a plurality of mobile communication devices **102'**, **102''**, such as but not limited to, cellular phones, location-aware portable phones (such as GPS), a personal computer, server computer, or laptop, or netbook computer, PDAs, such as a Palm-based device or Windows CE device, a laptop computer, a tablet, personal computer, a portable screen, a portable processing device and/or any other portable device capable of communicating wirelessly over a computer network **104**, i.e. local area network, wide area network such as the Internet, or any other type of network device that may communicate over a network **104**. Processor **106** may include any type of computer processors, such as, but not limited to, a central processing unit (CPU), a micro-processor, a video processor, a front end processor, a coprocessor, a single-core processor, a multi-core processor, as well as any known computer processor **106** that's used in the arts.

Method **200** further comprises receiving a selection **120** of the at least one coded icon **122** corresponding to at least one decoded message **128** using a software application program **114**, i.e. code conversion app **114**, comprising computer executable instruction code **108'** readable by the computer processor **106** (step **204**). The software application program **114**, i.e. the code conversion app **114** may be any type of software application, such as a standalone application designed to run on a mobile platform, including an OS **142**, such as IOS™, ANDROID™, WINDOWS MOBILE™, BLACKBERRY™, and the like. Code conversion app **114** may be operative for an iPhone, other "smart phones", mobile communication devices, cellular phones, PDAs, GPS or any other mobile communication devices **102**, **102'** capable of handling transactions dealing with dynamic content, object, application, or software. In another embodiment, the app **114** may be designed to run on a social network platform, such as FACEBOOK™, TWITTER™ or JUSTSYNCTM.

The code conversion app's computer executable instruction code **108** is configured for converting the selected at least one coded icon **122** into the at least one decoded message **128** (step **206**); converting the at least one decoded message **128** into cryptic text **136** for display on the first mobile communication device's displaying means **139** (step **208**); and converting the cryptic text **136** into the decoded message **128** for transmission (step **210**).

Method **200** further comprises transmitting the at least one decoded message **128** to any one or more for the following: a second mobile communication device **102'** or a social network **118**, where either the decoded message **128**, coded icons **122**, **122'** or a link **138** reference to the decoded message **128** may be displayed. If the receiving second, third, or a plurality of mobile communication devices **102'** that are receiving the transmitted decoded message **128** also are configured with the code conversion app **114**, method further comprises receiving the transmitted at least one decoded message **128**, converting the received decoded message **128** into cryptic text **136** for display in dormant mode on the second mobile communication device's displaying means **130'**; displaying the cryptic text **136** on the second mobile communication device's displaying means **130'** upon receipt of the decoded message **128** and converting the cryptic text **136** into the at least one icon **122** for active viewing.

In some embodiments, based on privacy settings within the code conversion app **114**, user may prevent unintended recipients from reviewing the decoded message **128** as method further comprises the code conversion app **114** being configured for displaying the cryptic text **136** on the first communication device's displaying means **130** once the SMS transmission **134** has been transmitted.

FIG. 3 is a flowchart of block diagram of an exemplary method **300** according to one embodiment of the invention. Method **300** comprises activating privacy controls **116** for intercepting incoming electronic SMS transmissions **136** for controlling the display of the electronic SMS transmissions **136** (step **302**); retrieving targeted advertising offers **144** for user from the code conversion app **114** (step **304**); appending the link **138** reference associated with the targeted advertising offers **144** to the incoming electronic SMS transmissions **136** (step **306**); converting the decoded message **128** to cryptic text **136** for display in dormant mode for the mobile communication device **102** receiving the incoming SMS transmission **134** (step **308**); and displaying the cryptic text **136** with the link **138** reference appended as an icon **122** to the cryptic text **136** (step **310**).

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## Hardware and Operating Environment

This section provides an overview of example hardware and the operating environments in conjunction with which embodiments of the inventive subject matter can be implemented.

A software program may be launched from a computer readable medium in a computer-based system **100** to execute the functions defined in the software program. Various programming languages may be employed to create software programs designed to implement and perform the system **100** and methods **200-300** disclosed herein. The programs may be structured in an object-orientated format using an object-oriented language such as Java or C++. Alternatively the programs may be structured in a procedure-oriented format using a procedural language, such as assembly or C. The software components may communicate using a number of mechanisms, such as application program interfaces, or inter-process communication techniques, including remote procedure calls. The teachings of various embodiments are not limited to any particular programming language or environment. Thus, other embodiments may be realized, as discussed regarding FIG. **4** below.

FIG. **4** is a block diagram representing an apparatus **400** according to various embodiments. Such embodiments may comprise a computer, a memory system, a magnetic or optical disk, some other storage device, or any type of electronic device or system. The apparatus **400** may include one or more processor(s) **404** coupled to a machine-accessible medium such as a memory **402** (e.g., a memory including electrical, optical, or electromagnetic elements). The medium may contain associated information **404** (e.g., computer program instructions, data, or both) which, when accessed, results in a machine (e.g., the processor(s) **404**) performing the activities previously described herein.

The principles of the present disclosure may be applied to all types of computers, systems, and the like, include desktop computers, servers, notebook computers, personal digital assistants, microcomputers, and the like. However, the present disclosure may not be limited to the personal computer.

While the principles of the disclosure have been described herein, it is to be understood by those skilled in the art that this description is made only by way of example and not as a limitation as to the scope of the disclosure. Other embodiments are contemplated within the scope of the present disclosure in addition to the exemplary embodiments shown and described herein. Modifications and substitutions by one of ordinary skill in the art are considered to be within the scope of the present disclosure.

What is claimed is:

1. A system comprising of:

a first mobile communication device that includes a computer processor comprising computer executable instruction code;

an application program comprising computer executable instruction code readable by the computer processor and configured for performing any one or more of the following:

activating privacy controls for intercepting electronic transmissions for controlling the display of the electronic transmissions;

receiving a selection of at least one coded icon corresponding to at least one decoded message;

converting the selected at least one coded icon into the at least one decoded message;

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converting the at least one decoded message into cryptic text for display; and  
converting the cryptic text into the decoded message for transmission.

2. The system of claim **1**, wherein the computer executable instruction code is further configured for displaying the cryptic text on the first mobile communication device displaying means.

3. The system of claim **1**, wherein the computer executable instruction code is further configured for transmitting the at least one decoded message to any one or more for the following: a second mobile communication device or a social network.

4. The system of claim **3**, wherein the second mobile communication device comprises the application program with computer executable instruction code configured for receiving the transmitted at least one decoded message.

5. The system of claim **3**, wherein the computer executable instruction code is further configured for converting the received decoded message into cryptic text for display in dormant mode on the second mobile communication device's displaying means.

6. The system of claim **3**, wherein the computer executable instruction code is further configured for displaying the cryptic text on the second mobile communication device's displaying means upon receipt of the decoded message.

7. The system of claim **1**, wherein the computer executable instruction code is further configured for converting the cryptic text into the at least one icon for active viewing.

8. The system of claim **1**, wherein the computer executable instruction code is further configured for converting the cryptic text into the decoded message for active viewing.

9. The system of claim **1**, further comprising a virtual touch-screen keyboard that comprises a plurality of coded icons that correspond to decoded messages.

10. The system of claim **9**, wherein the virtual touch-screen keyboard is configured to receive the selection of at least one icon from the plurality of coded icons corresponding to the decoded messages.

11. A method comprising of:

activating privacy controls for a first mobile communication device that includes a computer processor for intercepting both electronic transmissions for controlling the display of the electronic transmissions;

receiving a selection of the at least one coded icon corresponding to at least one decoded message using an application program comprising computer executable instruction code readable by the computer processor;

converting the selected at least one coded icon into the at least one decoded message;

converting the at least one decoded message into cryptic text for display; and  
converting the cryptic text into the decoded message for transmission.

12. The method of claim **11**, further comprising displaying the cryptic text on the first mobile communication device displaying means.

13. The method of claim **11**, further comprising transmitting the at least one decoded message to any one or more for the following: a second mobile communication device or a social network.

14. The method of claim **13**, further comprising receiving the transmitted at least one decoded message.

15. The method of claim **13**, further comprising converting the received decoded message into cryptic text for display in dormant mode on the second mobile communication device's displaying means.

16. The method of claim 13, further comprising displaying the cryptic text on the second mobile communication device's displaying means upon receipt of the decoded message.

17. The method of claim 11, further comprising converting the cryptic text into the at least one icon for active viewing. 5

18. The method of claim 11, further comprising converting the cryptic text into the decoded message for active viewing.

19. The method of claim 11, further comprising making a selection of at least one coded icon from a virtual touch-screen keyboard that comprises a plurality of coded icons that each correspond to a decoded message. 10

20. The method of claim 19, wherein the virtual touch-screen keyboard is configured to receive the selection of at least one icon from the plurality of coded icons corresponding to the decoded messages. 15

21. A method comprising:

activating privacy controls for intercepting incoming electronic transmissions for controlling the display of the electronic transmissions;

retrieving targeted advertising offers for user from the application program; 20

appending a link reference associated with the targeted advertising offers to the incoming electronic transmissions;

converting a decoded message to cryptic text for display in dormant mode for the mobile communication device 25

receiving the incoming transmission; and displaying the cryptic text with the link reference appended as an icon to the cryptic text.

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